

IPMA Western Region
2001 Annual Conference



Human Resource Strategies for the New Economy

How to Attract,
Position, and Retain
Employees

2001 IPMA Conference
February 25 through 28, 2001

SILVERADO RESORT ■ NAPA, CALIFORNIA

Join us! Attend the IPMA Western Region's 2001 Annual Conference in beautiful Napa Valley!

Every year, human resource professionals hear the same question:

Where are the valuable employment candidates hiding?

This year, IPMA's Western Region has gathered a diverse group of professionals who will address the need to position your company's recruitment efforts to attract top-notch candidates, and retain them by developing their skills and coaching them to help your company meet or exceed established goals.

Studies have shown that most employees will transition employers several times within their careers.

Why not make YOUR organization the last transition for valued employees?

The theme of this year's conference is "Human Resource Strategies for the New Economy: How to Position, Attract, and Retain Employees." We shall address the challenges faced with:

- The impending tighter labor market
- Diversity in the available and existing workforce demographics
- Communicating and empowering early-retirees, baby boomers, and Generation X staff
- Grooming internal talent or recruiting external candidates
- Developing a recruitment marketing and testing plan to reach a broader audience

Along with the many educational opportunities we'll offer, we invite you to enjoy networking with other human resource professionals to facilitate information sharing and expand your business resources.

The conference is being held in the beautiful, world-renowned Silverado Resort in California's Napa Valley. Come join us for the conference, and discover some of Napa's charms on the Wine Train, reserved for IPMA guests only on Tuesday night.

View our website for additional information:
www.cps.ca.gov. Look for the IPMA link.

See you in Napa!

Susan Helland, President



Reserve your place today by completing the enclosed registration forms by January 19, 2001.

Conference at a Glance

SUNDAY, FEBRUARY 25, 2001

<u>FROM</u>	<u>TO</u>
	9:00 a.m.
12:00 p.m.	5:00 p.m.
12:00 p.m.	6:00 p.m.
1:00 p.m.	4:00 p.m.
6:00 p.m.	8:00 p.m.

Shotgun Start of Golf Tournament
Exhibitor Set-Up
Conference Registration
Pre-Conference Workshop
President's Welcome Reception

MONDAY, FEBRUARY 26, 2001

7:00 a.m.	3:00 p.m.
7:30 a.m.	8:30 a.m.
7:30 a.m.	4:00 p.m.
8:00 a.m.	8:30 a.m.
8:30 a.m.	10:00 a.m.
10:15 a.m.	11:45 a.m.
12:00 p.m.	1:30 p.m.
1:45 p.m.	3:00 p.m.
3:15 p.m.	4:30 p.m.

Conference Registration
Continental Breakfast
Sponsors' Exhibits
Opening Ceremonies
Keynote Speaker: Eric Chester
Concurrent Sessions
Networking Luncheon
Concurrent Sessions
Concurrent Sessions

TUESDAY, FEBRUARY 27, 2001

7:00 a.m.	3:00 p.m.
7:30 a.m.	4:00 p.m.
7:30 a.m.	8:30 a.m.
8:30 a.m.	10:00 a.m.
10:15 a.m.	11:45 a.m.
12:00 p.m.	1:30 p.m.
1:45 p.m.	3:00 p.m.
3:15 p.m.	4:30 p.m.
5:30 p.m.	9:00 p.m.

Conference Registration
Sponsors' Exhibits
Continental Breakfast / NACSC Breakfast
Keynote Speaker: Carol Scofield
Concurrent Sessions
Networking Luncheon
Concurrent Sessions
Concurrent Sessions
Wine Train Dinner

WEDNESDAY, FEBRUARY 28, 2001

7:30 a.m.	8:30 a.m.
7:30 a.m.	11:30 a.m.
8:30 a.m.	11:30 a.m.
	11:30 a.m.

Continental Breakfast
Sponsors' Exhibits
Keynote Speaker: Laura Mason-Smith
Conference Ends

Educational Opportunities

Sunday, February 25, 2001

Visit www.cps.ca.gov and select the IPMA link for more information.

1:00 p.m. to 4:00 p.m. Pre-Conference Workshop

Who would have thought flinging fish at customers would boost not only employee retention but increase sales? It worked for Pike Place Fish Market in Seattle, and Barber & Gonzales Consulting Group will show you how to use the inspiring FISH video series to develop a creative work environment that fosters intense employee loyalty as well as customer satisfaction. Creating a workplace in which the staff is valued and respected is what it takes to win in the "war" for talent.

Monday, February 26, 2001

8:30 a.m. to 10:00 a.m. Keynote Speaker

Eric Chester will show how to recruit, train, manage, motivate, and retain the very best of the new generation.

10:15 a.m. to 11:45 a.m. Morning Sessions

1. Recruitment Strategies. Explore the recruitment and retention challenges facing public and private sectors.
2. Executive Leadership and Families. Balance a career and the responsibilities of family life.
3. Conducting Investigations. Know the steps to investigate allegations of employee misconduct.

1:45 p.m. to 3:00 p.m. Early Afternoon Sessions

1. Succession Planning. Groom top talent to lead your company's future goals.
2. Recruitment Marketing. Don't wait for applicants: find them with a recruitment campaign aimed at selling your company.
3. HR Trends. Positioning HR as a strategic alliance to accomplish company goals.

3:15 p.m. to 4:30 p.m. Late Afternoon Sessions

1. Clash of Generations. Learn effective methods for overcoming tensions that can be created in a diverse workplace.
2. Workforce Planning. Supervisory approaches and tools to manage staff and ensure service continuity.

Tuesday, February 27, 2001

8:30 a.m. to 10:00 a.m. Keynote Speaker

Carol Scofield will discuss how to implement a Mental Makeover to increase productivity and encourage employee loyalty.

10:15 a.m. to 11:45 a.m. Morning Sessions

1. Compensation Strategies. Develop flexible and competitive compensation plans.
2. On-Line Testing. Learn factors that affect successful on-line testing implementation.
3. NACSC Session.

1:45 p.m. to 3:00 p.m. Early Afternoon Sessions

1. Competitive Benefits. Explore alternative benefits.
2. HR in the Public Sector. Progressive strategies to become an employer of choice.
3. NACSC Session.

3:15 p.m. to 4:30 p.m. Late Afternoon Sessions

1. Clash of Generations. Learn effective methods for overcoming tensions that can be created in a diverse workplace.
2. Recruiting for the Public Sector. Overcoming obstacles for hiring and training.
3. Interest Arbitration. How to negotiate and move to solve problems.

5:30 p.m. to 9:00 p.m. Dinner

Enjoy your meal on the Napa Valley Wine Train, reserved exclusively for IMPA attendees and their guests

Wednesday, February 28, 2001 8:30 a.m. to 11:30 a.m.

Keynote Speaker Laura Mason-Smith will facilitate an inter-active group discussion that reflects previous session topics in relation to strategizing for the New Economy.

IPMA Western Region Conference Registration ■ February 25-28, 2001

REGISTRANT: Please print or type. Use one form for each individual registrant.

Name

First Name or Nickname for Name Tag

Title

Agency

Address

City

State

Zip

Telephone

Fax

E-Mail Address

Spouse or Guest Name

CONFIRMATION OF CONFERENCE REGISTRATION AND HOTEL RESERVATIONS

Registration confirmation for the conference will be mailed on a weekly flow basis. Hotel registration must be made directly with Silverado by using the enclosed registration form. Silverado has extended their IPMA Conference room rates for the Friday and Saturday night preceding the conference for guests who prefer to arrive early.

REFUND POLICY

Advanced registrants who are unable to attend the conference can request a full refund by sending a written request by January 26, 2001, to CPS at 241 Lathrop Way, Sacramento, CA 95815, Attn: HRS/IPMA. Substitutions may be made for persons unable to attend. For registrants who do not submit payment prior to the conference and do not cancel by the January 26, 2001 deadline, an invoice requiring payment of the total amount will be forwarded after the conference. Cancellations may be e-mailed to IPMA2001@cps.ca.gov or faxed to 916-648-1211, Attn: HRS/IPMA. Cancellations will not be accepted by telephone. Refunds will not be allowed after January 26, 2001.

Registration Fees

\$325

Early Member Registration: Deadline January 19, 2001
Includes registration fee, continental breakfasts, Monday and Tuesday lunches, Tuesday night Wine Train dinner, and entry to all conference functions

\$375

Late Member Registration OR Non-Member Registration: Deadline February 2, 2001 *

Includes registration fee, continental breakfasts, Monday and Tuesday lunches, Tuesday night Wine Train dinner, and entry to all conference functions

* Late Registrants will not receive a refund if they are unable to attend

\$120

Single-Day Registration

Includes registration fee, continental breakfast, lunch, and entry to all conference functions for the day. \$195 includes Wine Train dinner.

\$60 Pre-Conference Sunday Workshop

Total Enclosed:

Enclose Check Payable to:

IPMA Western Region, Attn: Todd
c/o CPS Human Resource Services
241 Lathrop Avenue, Sacramento, CA 95815

Golfing anyone?

Contact Valerie Lord via e-mail at VLord@pcwa.net or by phone, 530-823-4958, to obtain information about the IPMA Conference Golf Tournament scheduled for Sunday, February 25, 2001, at Silverado.

Questions?

E-mail to IPMA2001@cps.ca.gov. Updated session information is available at www.cps.ca.gov. Select the IPMA link.